

10 Jerry
Congratulations
"WHAT ADVERTISING MEANS TO ME"

Whether it be a billboard poster along the highway, a radio or TV commercial, a notice on the movie screen or an ad in a newspaper or magazine, an advertisement is a selling weapon - a verbal, pictorial or written description of a product to influence sales. Good, honest advertising aids in creating employment for many people. It is a vital factor in improving business conditions. Many of today's benefits and conveniences, which we ourselves experience, are due to advertising. Its job is to contribute to the welfare of our society and the prosperity of our community's industry, by creating and enlarging markets for trade. It is essential to America's success in peace time as well as in war time.

Advertising dates back to ancient Greece and Rome, and the public crier came into existence during the Middle Ages. The first written advertisement in America appeared in "The Massachusetts Spy," in 1780.

In modern advertising, newspapers, magazines, radio, billboards and television are the outstanding mediums, although circulars, street signs and rail car cards are widely used. Besides encouraging the sale of commodities, advertising promotes educational campaigns, winter and summer resorts, sports markets, world travel, and the fight against racial and religious prejudice. It points out and encourages us how to live a little better and help others do likewise.

The average wage-earner considers advertising a way in which to acquire the best products in quality and durability for the least amount of cost to him. The questions as to which college should he send his children, or where shall he and his family travel on their vacation, are answered by advertisements. The average housewife looks to advertising to save her time in doing her housework, while her children determine where they can get the most entertainment for the least expense. A family that can look through false advertisements and save on honest ones, can raise its standard of living.

This selling weapon is essential to the growth of a nation; it must survive as a thriving economic force. The farmer, in benefiting by advertising, determines whom he will sell his products to and where he will get the best market for these products. The manufacturer uses advertising extensively in selling his products, trying to show people that they will be more satisfied if they buy and use the products he sells. If the seller advertises his commodities honestly, without adding falsely to the abilities of the product, meanwhile keeping the price to the economic value of the product itself, he is using advertising as a powerful anti-inflation influence. In this way, the consumer need not fear unfair advertising

+ Tex Wren

and it will play an appreciable and useful part in their buying.

Advertising means much to you and me in our daily life, but, what keeps it alive, what makes advertising tick? We, ourselves, with the desire for self-improvement, activity and energy have made it what it is today. If it had not been for effective advertising and merchandising, this country would never have expanded industrially as it has. Its contributions have resulted in better living, not only by providing greater comfort and luxury, but also by providing better health and a greater opportunity for leisure and cultural development.

Advertising has taken on a new significance - that of contributing its power to economic, social and public causes; it plays a vital part in building business in such a way that will in the future, forestall business depressions. That is why business corporations should advertise themselves to attract more investors, a needed factor in advertising.

Besides being a means in maintaining employment and preventing depressions, America's most potent selling weapon could help prevent World War III. It played a big role in building volunteer Army and Air Force enlistments through magazines, newspapers and radio. For our domestic fight against tuberculosis, the Advertising Council has mapped out an educational campaign to fight this disease.

Quoting some well-known publishers, advertising is the "rich red blood of the American economic system;" "a strong voice in America;" "a world force." Advertising's big job is still ahead, but today it is a basic force in the status of America.

With all these thoughts in mind advertising presents itself to me as meaning a great deal to an industrially growing America. Now, as we dial our favorite radio network, switch on the television, drive along a highway or pick up a leading magazine, this fascinating business of advertising comes alive and showers its benefits before us.

Geraldine Traina.

2/27/51



PARK AVENUE
AT 35TH STREET
NEW YORK 16, N.Y.

Advertising Club OF NEW YORK

March 30, 1951

Miss Geraldine Traina
1040 Bushwick Avenue
Brooklyn 21, N. Y.

Dear Miss Traina:

It is my great pleasure to inform you that you have won FIRST PRIZE in the Advertising Club of New York Essay Contest.

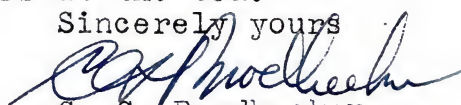
Official presentation of prizes and awards will be made at a tea to be held in the Mary Murray Room of the Club, 23 Park Avenue (35th street) at 3:30 P. M. on Friday, April 6.

We ask that you be present to receive your award in person and that you bring, as our guests, your parents. We have already written your principal inviting her and your teacher to be present also as our guests. As you know there will be presented to your school, in your name because of the excellence of your essay, a year's subscription to Tide magazine, two books on advertising and a large map of the city of New York. These are valuable additions to your school library and you should take pride in the fact that through your efforts they are given to your school.

We ask that you be at the Club promptly at 3:30. Following a short program at the Club you, together with other prize winners, will be taken to the Dumont Television Studios where you will take part in a program to be televised over station WABD, channel 5, from 5:15 to 5:30 P.M. Following the television program we will return to the Club for refreshments.

Please accept my personal congratulations on the excellency of your essay. I look forward to meeting you and your parents and teachers at the tea.

Sincerely yours


C. G. Brodhecker,
Co-chairman

MR. HEAD

I am so happy to present this first place award to such a lovely girl as you, Geraldine. Your entry has been entered in the National Contest and I wish you the best of luck.

(MISS TRAINA responds)

But, wait a minute, Geraldine, here is a man,

Mr. Eldridge Peterson, the editor of Printers' Ink, *a highly regarded* ~~the old established~~ publication of the Advertising field, who has something to say to you.

• We are pleased to send you this check in payment of-

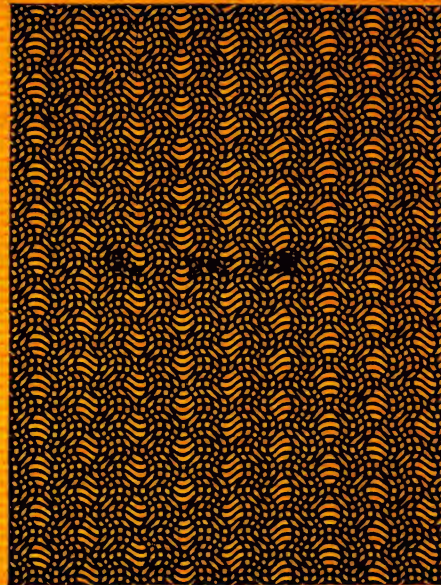
First Prize

Advertising Club High School Essay Contest

\$100.00

PLEASE DETACH.

PRINTERS' INK PUBLISHING COMPANY, INC.
205 East 42nd Street, New York 17, N. Y.





PARK AVENUE AT 35TH ST.
NEW YORK 16, N.Y.

Advertising
Club OF
NEW YORK



Miss Geraldine Traina
1040 Bushwick Avenue
Brooklyn 21, N. Y.

✓ 3-31-51

1-57/210
Printers Ink
Advertising Management & Sales No 13407
New York NY April 3 1951
Pay Geraldine Prana \$100.00

Irving Trust Co
42 Rt @ Park
NY

Printers Ink Pub Co Inc.
Eldridge Peterson
J Stewart Kellman

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